

Advertising Operations - Summary & Overview

Highly Confidential Expert - Ads, Lics G00001-02338150

Ad Operations - Who we are



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Need something? Pick up the phone

Audience

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Users By The Numbers

Unique Users

Registered Users

Video Uploads

Community Dynamics

Captured 30 million USA unique users

- Ranked 14th among web destinations
- Reached 19% of USA internet users
- 19 million registered users to date

200,000 new registered users per day

- 70,000 videos uploaded per day
- ~6 million videos uploaded to date
- 50,000 subscriptions per day
- 80,000 friends added per day
- 800,000 videos "favorite" per day

Nielsen: September 2006

October 2006

Metrics

Unique Visitors (mo)	30 Million (Avg) US only
Active Reach	19.2%
Web Destination Rank	14th

Source: HBX October 2006, Nielsen 2006

Gender	Audience Composition
Male	%95
Female	44%

Source: Nielsen 2006

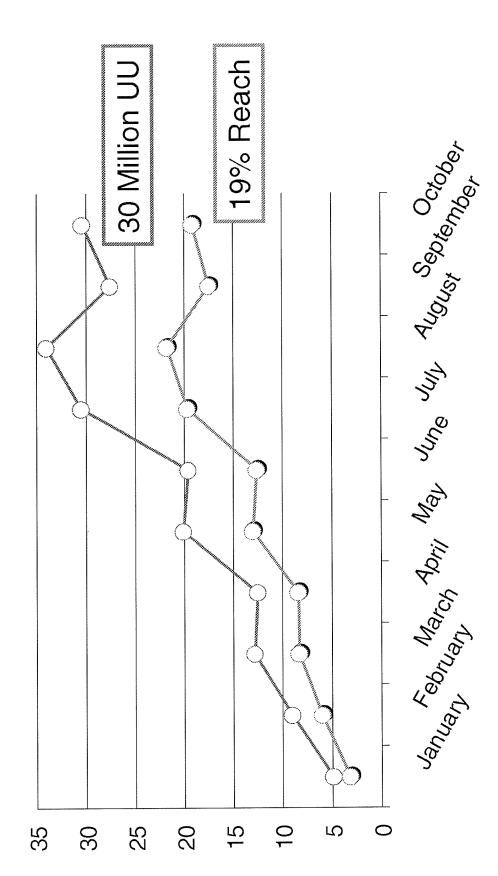
Age	
2 – 11	2%
12 – 17	14%
18 – 24	7%
25 – 34	16%
35 - 49	36%
50 - 54	9%
55 – 64	10%

Source: Nielsen 2006

Metrics cont.

Household Income	
\$0 - 24999	%9
\$25000 – 49999	20%
\$50000 – 74999	26%
\$75000 - 99999	21%
\$100000 - 149999	16%
\$150000+	10%

Source: Nielsen 2006



Source: Nielsen 2006

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14th Largest Web Destination

October 2006

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September 2006	
(USA only)	
User Demographics (

		UU (millions)	% nn	% Page Views	Reach %
Age	All	27.7	1	i	18%
	< 18	4.5	16%	24%	14%
	18 - 34	6.3	23%	31%	20%
	35 - 49	6.6	36%	34%	23%
	45+	9.8	36%	27%	15%
Gender	Male	15.5	%99	%99	21%
	Female	12	44%	34%	15%
C+iolvinono	Time/UU = 33 min; Sessions per	= 33 mi	n; Sess	ed suois	L

* Contrast to Myspace: 550 Pages/Person

month = 3.13 Pages per Person: 46*

Source: Nielsen 2006

Comparative Reach Vs. Cable TV

Average Daily Visitors to YouTube August 2006; 6,745,962

Top 20 Cable Networks By Average Daily Primetime Reach

				Network	(000)
			11	SPIKE	1,234
	Network	(000)	12	FX	1,237
-	USA	2,583	13	FAMILY	1,149
2	NICK	2,514	14	HISTORY	1,086
က	DISNEY	2,372	15	SCI-FI	1,071
4	LVL	2,259	16	HALLMARK	1,052
5	SPN	2.107	17	TV LAND	1,051
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9	TBS	1,723	0	טפוס	1,029
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8	LIFETIME	1,596	2	>	
တ	TOON	1,556			
10	FOXNC	1,548			
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Source: Nielsen, May 2006 Source: DART, August 2006

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		1010101	100	10000	Become	lea.	Alternaces
Site						Transfer a	
YouTube	Parent	27,627	17.58	1,269,813	3.13	46	0:33:45
Google Video	Channel	16,676	10,61	241,630	1.96	15	0:07:16
MSN Video	Channel	12,607	8.02	52,521	2.37	4	0:08:05
Yahoo! Video	Channel	5,699	3.63	124,538	1.96	22	0:06:11
Metacafe	Parent	3,066	1.95	101,433	2.36	33	0:25:58
Heavy.com	Parent	2,706	1.72	6,643	1.44	2	0:01:05
IFILM	Brand	2,138	1.36	12,990	1.83	9	0:02:01
Atom Films	Brand	1,247	62.0	4,775	1.25	4	0:02:43
Grouper^	Parent	870	0.55	5,299	1.05	v	0:01:54
GUBA	Parent	713	0,45	27,267	2.22	38	0:17:39
Veoh*	Brand	706	0.45	2,045	1,47	ന	0:02:53
Revver*	Parent	448	0.29	1,793	₩. ₩.	4	0:06:51